



MILLBURN-SHORT HILLS BUSINESS SUCCESS KIT

A comprehensive guide to doing business in our community

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WELCOME TO MILLBURN-SHORT HILLS!

On behalf of the Board of Trustees of Explore Millburn-Short Hills, I am excited to welcome you to our amazing town and provide a copy of our “Business Success Kit.” Created for businesses and property owners, this guide is designed to help navigate the rules, regulations, and general responsibilities that come along with being a part of our community.

Millburn-Short Hills is a welcoming, diverse and sophisticated town and the perfect place to savor life for residents and visitors alike. However, the times are changing and action is needed to keep our local economy strong. Covid-19, Hurricane Ida and the impact of changing retail trends demand that communities across the state identify effective strategies to support their local businesses – and that is why Explore Millburn-Short Hills exists.

Explore Millburn-Short Hills is the Special Improvement District (SID) for the township and encompasses five distinct commercial areas with nearly 500 businesses within the boundaries. We host business-oriented community events and networking mixers, maintain a strong social media and marketing effort, oversee beautification efforts, placemaking and capital projects and direct local business advocacy efforts and grants.

Explore’s staff, board and volunteers look forward to working with you as partners in the common effort of making our community one of the region’s premier shopping, dining, and service destinations. Please do not hesitate to contact our office with any questions or for additional information.

Thank you and welcome!

Steve Grillo
Executive Director



THE SPECIAL IMPROVEMENT DISTRICT (SID)

The Millburn-Short Hills SID is unique compared to many in New Jersey in that there are multiple non-contiguous neighborhoods within the boundaries in addition to the traditional Downtown area.

Wyoming Business Center – This district near the Wyoming and South Mountain neighborhoods includes numerous service businesses including medical and professional offices.

Downtown Millburn – The largest commercial center of the SID encompassing the major commercial streets of Millburn Avenue, Main Street and Essex Street.

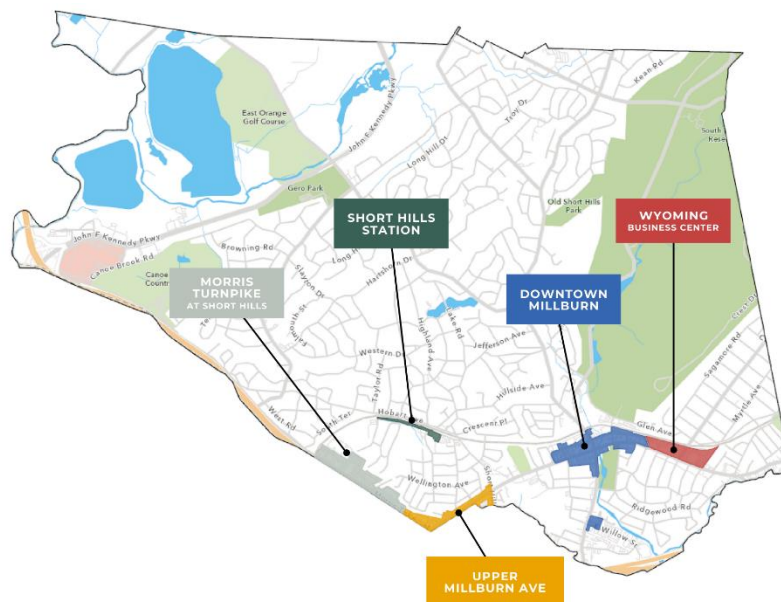
Upper Millburn Avenue - The shopping area near the Glenwood section of Short Hills boasts an excellent array of dining, fashion, beauty, wellness, enrichment, pet care, and professional services with easy parking.

Short Hills Station - The beautiful Tudor-style buildings near the Short Hills train station make this a perfect location to grab a bite and access an array of excellent businesses including the unique Boxcar Bar at Short Hills Train Station.

Morris Turnpike at Short Hills - This busy thoroughfare offers many retail, dining, fitness, beauty, and service businesses for your convenience. The area is rapidly becoming the “go to” health, beauty and wellness location for the town.

Mission Statement:

The purpose of the SID is to promote, grow and support local businesses, property owners, residents, and visitors. Millburn Township’s SID ordinance designates a new District Management Corporation (DMC) whose mission is to encourage the economic, cultural, and social vitality of Millburn Township through increased marketing and visibility, improved and renewed infrastructure and local business development and engagement. The DMC is known as “Explore Millburn-Short Hills” and is here to serve YOU!



ORGANIZATIONAL OVERVIEW

Explore Millburn-Short Hills was established by ordinance in August 2020 and is a 501c3 designated non-profit with a nine-member board, a full time Executive Director and a part-time Marketing Director. Explore's office is in Millburn Town Hall and while a separate entity with an independent board and budget, the group maintains close ties to the Township's professional staff to effectively administer services to businesses and property owners.

The SID is funded through a "Special Assessment" which is levied against each of the properties within the District. This is collected on a bi-annual basis and results in an annual assessment of \$204,000 (as of 2022). This funding must remain within the boundaries of the District and all funds are used to support staffing, projects, programs, and events. Explore's board meets monthly, and the business community is invited to participate in these meetings and well as join the Advisory Committee which is comprised of 15 business owners.

Explore's overall goals include:

- Strengthening existing businesses and attracting new ones through trusted and accessible resources and communications
- Advancing unique planning and placemaking projects and identifying creative opportunities and funding to complete them
- Supporting five commercial districts through various services including marketing, events and business advocacy

WHAT EXPLORE MILLBURN-SHORT HILLS DOES FOR YOU

Business development, retention, attraction, and advocacy
Funding and grant research/assistance
Assistance with code enforcement and permitting
Liaison services between businesses and Township government
Business networking events and topical roundtables
Capital and community improvements
Outdoor dining and seating program assistance (Sidewalk Café & Parklets)
Comprehensive studies and economic development assistance
Public art and programming
Streetscape and lighting upgrades
Seasonal landscaping
Vacant storefront improvements
Advertising and promotion including social media
Annual and seasonal events and programs
Informational newsletters and regular e-notifications
Districtwide directory and website

CRITICAL STRATEGIES FOR SUCCESS

Marketing, Branding & Placemaking

Promote businesses through multi-media efforts with a tangible impact, develop a network of strategic partners and initiate capital projects and studies that enhance business development

Planning & Events

Create community recognition with high quality, diverse, value-added events focused on business development which actively recruit business and property owners as SID supporters and participants

Bylaws & Governance

Establish good governance procedures for long-term organizational health including non-profit and municipal compliance, fiscal responsibility, and grant funding

Business Advocacy

Serve as a policy advocate and support system for businesses, reduce commercial vacancies, create relationships with businesses and property owners and aid in new business attraction



QUICK TIPS FOR A SMART START TO YOUR BUSINESS

Find Your Space - The first step to opening a successful business in Millburn-Short Hills is to find the right space. Explore Millburn-Short Hills maintains a list of current vacancies with all the relevant leasing and contact information. It is always a best practice to discuss all of your plans with your accountant, lawyer, architect and engineer. Make sure you consider items such as parking, ADA accessibility, lighting, signage, safety, zoning requirements and potential approvals.

Contact Town Hall - Before you sign a lease, make sure that your business is considered a permissible use in the commercial zone where the building is located. Additionally, contact Town Hall to better understand what permits and applications you will need to begin your build-out. Explore serves as a liaison between the business community and town government and we are here to help. Contact steve@exploremillburnshorthills.org with any questions!

Sign Your Lease and Begin Your Build-Out - Depending on the type and amount of work, you or your general contractor may need to apply for and receive certain building permits to begin work. If your business involves handling or selling food there are additional requirements from the Health Department you must follow. During your build-out, please cover the windows with something exciting to let the community know that your business is moving in!

Plan Your Grand Opening - As you get closer to your opening day, contact Explore Millburn-Short Hills at marketing@exploremillburnshorthills.org to help plan your grand opening and ribbon cutting. We will also add you to our website directory and social media platforms.



HELPFUL HINTS

Get Involved & Get Information	Contact Explore to get your business listed on our website and to receive a welcome and ribbon cutting packet. Register your email at to join our mailing list for e-newsletters and other regular important district information www.exploremillburnshorthills.org marketing@exploremillburnshorthills.org
Parking	Parking permits for employees are required throughout Millburn Township www.twp.millburn.nj.us/215/Parking
Garbage Removal	Arrange for private trash removal services, as there is no municipal pick-up in the business district zones. It is unlawful to mix recyclables with trash. Business must ensure that a recycling program is in place. If you manage the solid waste and recycling program at a commercial property in Millburn, and haven't reported your recycling hauler to the Township, please contact Department of Public Works https://twp.millburn.nj.us/166/Recycling
Signage, Awnings, etc.	Be sure to follow sign regulations and help Millburn maintain its unique character. Contact the construction office for more information or visit https://www.twp.millburn.nj.us/150/Building
Sidewalk Maintenance	Any sidewalk on any public street which is broken or out of repair must be repaired to the approved line/grade at the expense of the owner of the land in front of the sidewalk. Owners that front a County road will require a permit from Essex County
Snow Removal	It is prohibited to push the snow from your property into a public roadway. When clearing snow, it must be confined to your property behind the curb line. Clear snow from the sidewalk in front of your property within 24 hours of the end of the snowfall
Tree Pit Maintenance	Businesses are encouraged to maintain the appearance of tree pits immediately adjacent to their property. This includes the removal all litter from tree pits
Sidewalk Café Permits	Retail food establishments within the district are permitted to put tables outside their business area. Applications can be obtained from the Township Clerk's Office. https://twp.millburn.nj.us/DocumentCenter/View/6501/2021-Sidewalk-CafeApplication-outdoor-dining-PDF
Parklet Permits	Parklets are permitted in the downtown but must comply with the following regulations: <ul style="list-style-type: none"> - Must be in an existing parallel parking lane with a max use of 2 spaces - 25 ft clear from any corner and max 7 ft width - Must not obstruct bus stops, loading zones, fire hydrants or driveways - Should not obstruct the flow of storm water along the curb - Base must be flush with curb https://twp.millburn.nj.us/DocumentCenter/View/6804/Parklet-ApplicationPDF?bidId=

IMPORTANT TOWNSHIP CONTACT INFORMATION

Business Administrator	973-564-7075
Building Department	973-564-7055
Construction Code Official	973-564-7094
Plumbing Inspector	973-564-7053
Electric Inspector	973-564-7056
Fire Inspector	973-564-7115
Zoning Officer	973-564-7752
Subcode Official	973-564-7094
Township Clerk	973-564-7092
Police Department	973-564-7001
Fire Department	973-564-7035
Health Department	973-564-7089
Engineering Department	973-564-7050
Dept. of Public Works	973-564-7060
Animal Control	908-722-1271
Millburn Tax Assessor	973-564-7084
Tax Collector	973-564-7084
Finance Department	973-564-7079
Chamber of Commerce	973-379-1198 info@millburnshorthillschamber.org

Explore Millburn-Short Hills

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Millburn Town Hall (375 Millburn Avenue 07041)

www.exploremillburnshorthills.org

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**Thank You
Millburn-Short Hills**

